

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

December 11, 2012

4:00 – 6:00 p.m.

AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

*Brian Folb, President, Paramount Contractors*  
*Carol Massie, Secretary, McDonald's Restaurants*  
*Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios*  
*Fabio Conti, Fabiolus Cucina*  
*Charles Eberly, The Eberly Company*  
*Kitty Gordillo, Hollywood Wilshire YMCA*  
*John Given, City Build Advisors*  
*Melissa Logan, Amoeba Music*  
*John Lupo, JMPL Property Management*  
*Harout Markarian, Western Diocese of the Armenian Church*  
*Elizabeth McDonald, Los Angeles Film School*  
*Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences*  
*Fred Rosenthal, Ametron*

**Absent**

*Duke Gallagher, Treasurer, The Production Group*  
*Mike Smith, Broadreach Capital*

**Consultants**

*Sarah Besley, Executive Director*  
*Kerry Morrison, Hollywood Property Owners Alliance*  
*Joseph Mariani Jr., Hollywood Property Owners Alliance*  
*Devin Strecker, Hollywood Property Owners Alliance*

**Board member-elect**

*Katie Seymour, Windsor Properties*

**I. Call To Order**

President Brian Folb called the meeting to order at 4:10 p.m.

**II. Public Comment & Introductions**

There was no public comment. Introductions were made, including board member-elect, Katie Seymour, who represents Sunset + Vine Apartments.

**III. Approval of Board Minutes**

A. Minutes from November 13, 2012

Copies of the minutes were emailed to the Board and hard copies were distributed at the meeting.

**It was moved by Carol Massie, seconded by Roxanna Sassanian and CARRIED to approve the Minutes from the meeting on November 13, 2012. The minutes were unanimously approved.**

#### **IV. Treasurer's Report**

##### **A. Treasurer's Report ending November 30, 2012**

Besley presented the spreadsheet prepared by Gallagher who was unable to attend the meeting. She noted the projected roll-over amount for 2012 is approximately \$13,000. In accordance with the board's actions in November, \$30,000 from 2012 has been set aside for capital improvements.

**It was moved by Roxanna Sassanian, seconded by Kitty Gordillo and CARRIED to approve the Treasurer's Report ending November 30, 2012. Unanimously approved.**

#### **V. Committee & Program Reports**

##### **A. Marketing and Communications**

1. **Sunset & Dine Planning Group** – Strecker reported that the working group has initiated their planning efforts and will continue to meet regularly to coordinate their activities with AMPAS. A date has not been finalized but the group is looking at May 30, 2013, and plans to screen a film, possibly "Sunset Boulevard," at the event.
2. **Streamlined Hollywood Website** – Strecker reported that a brainstorming group on the HED has begun to discuss updating the BID websites, and combining the various sites currently maintained by both BIDs into one site with various portals for each separate entity. Strecker explained that the domains, such as [www.sunsetandvinebid.org](http://www.sunsetandvinebid.org), would still point to the specific pages about each BID, but that the main page would be a landing page for all the information collectively about Hollywood. Strecker said any decisions will be made with input from the Board.

##### **B. Security Committee**

1. **Security Contract Negotiations** – Mariani reported that in response to the board's questions at the last meeting, he had prepared a summary showing how the proposals were scored, and the interview questions. The selection committee Chairs John Tronson and Fred Rosenthal will be meeting with Bill Farrar to continue negotiations with Andrews. Rosenthal stated that the group had learned a lot through the RFP process about training, costs for deployment and insurance. As a result, the group is looking at possibly adding unarmed Ambassador guards to the deployment. Rosenthal said he would continue to inform the board after negotiations occurred.

**It was moved by Mike Pogorzelski, seconded by Harout Markarian and CARRIED to proceed in negotiations with Andrews International for the Security Contract. Unanimously approved.**

2. **Impacts from recent *Lavan v. City of Los Angeles* court decision** – Morrison reported that the city had stopped collecting trash from the sidewalks in Skid Row several months ago in accordance with the Lavan decision, but the County cleaned the area up under a public health measure. City Attorney Trutanich sought appeal of the 9<sup>th</sup> Circuit Court's hearing, but the application was denied. Currently the lawsuit still only applies to the Skid Row area, but

there is concern it could expand city-wide. The BID Consortium is keeping a close eye on the issue and will update the board accordingly.

3. **Hollywood Homeless Count** – Besley reminded the board that the Homeless Count will take place on January 31, 2013, from 9:30 p.m. to 1:30 a.m. Volunteers will gather at the Hollywood Community Police Station before they are dispatched to various census tracts in the Hollywood area.

#### C. Streetscape Committee

1. **Metro Call for Projects grant advocacy** – Besley reported that she has been speaking with Lynda Bybee at Metro to help gain clarity on the status of the Call for Projects funds and understand what might occur if the CRA does not fulfill its obligation for the match. Staff is researching several scenarios in the event the match is not fulfilled, including raising funds from property owners or lowering the CRA's obligation. An update will be given at the January meeting.
2. **Solid Waste Franchise Ordinance** – Mariani stated that he had no new updates to report. The council had approved the ordinance, but there has been opposition raised by various business advocacy groups. We are currently on year two of the five year notice to haulers.
3. **DWP Grant** – Besley reported that the streetscape committee is submitting a grant proposal to the DWP for a "freeway off-ramp maintenance project" that would involve removing trash from the six major off-ramps leading into Hollywood from the 101 Freeway. The DWP allows each BID an opportunity to obtain \$5,000 annually for a streetscape or marketing-related project that serves to enhance communities in Los Angeles and promote economic activity. The Streetscape Committee felt that the project would greatly enhance the perception (often the first for many tourists) of Hollywood and beautify the community at-large. Both the HED and Sunset & Vine BID will utilize this opportunity to submit their applications for this project and pool their monies together for ongoing maintenance. (Please note: the monies for this project are non-assessment dollars and therefore may be used outside the boundaries of the BID.)
4. **Sunset & Vine Logo Plaques** – MacPherson presented an estimate to create new trash receptacle logo plaques to match the new pole banner designs. The cost would not exceed \$2,300 for 500 plaques.

**It was moved by Chuck Eberly, seconded by Fred Rosenthal and CARRIED to approve purchase of 500 new logo plaques, not to exceed \$2,300. Unanimously approved.**

#### D. Nominating Committee

1. **Officer Slate** – Besley thanked Gordillo, Pogorzelski and Falzone for their work on the committee. The proposed slate was mailed to all property owners in October and no objections have been raised. The committee is now seeking candidates for officer positions before the annual meeting in February.

### VI. New Business

- A. **Change Order to CHC/HPOA Service Agreement** – Morrison explained that there is a service agreement between CHC and HPOA to manage the Sunset & Vine BID. The base agreement was formed in 2007 and the terms of the existing change order expire on December 31, 2012. As

previously discussed with Jeff Briggs, three items recommended for CHC to add are: a whistleblower policy, document retention policy and conflict of interest policy. Morrison distributed an interlineated copy of Exhibit A of the agreement identifying all of the proposed changes in scope for the coming year.

Morrison stated that the amount CHC pays HPOA has not changed for three years despite several basic administrative increases, such as rent. The HPOA is not proposing any increase for the 2013 year, but suggested the board consider the item for discussion at the end of next year. Folb and Rosenthal suggested the board do an analysis to test the market and ensure the management fees were comparable to what other BIDs pay. Folb agreed that an independent check should be done every ten years or so. Folb and Rosenthal volunteered to make inquiries to determine the market rate for bid management.

- B. Court cases related to general v. special benefit** – Besley said that “general versus special benefits” is an issue being raised in several court cases in California. Many BIDs throughout the State contend that 100% of the services they provide are special benefits; however some courts have ruled that some of those services qualify as general benefits, such as marketing and economic development activities. Consequently, several BIDs must identify a funding source, separate from assessment funds, to pay for services that generally benefit the district. Both the Downtown Center BID and San Pedro BID have been sued over the issue. Staff is closely monitoring these cases, along with the BID consortium and California Downtown Association.

## **VII. Old Business**

- A. Parking Matters** – Morrison announced that the Valet Parking Ordinance had passed at city council, it is now moving to the police commission for implementation. Hollywood is to be the first area where the ordinance will take effect. Regarding the parking district, a conference call was conducted on Thursday with Guggenheim Partners and a meeting with CAO Miguel Santana is being scheduled in early January.
- B. Stakeholder Survey** – Besley reported that 20 surveys have been returned thus far and the staff will prepare a summary of the preliminary results at the January meeting. Any board members that have not completed the survey are urged to do so.
- C. CD13 Candidate Questionnaire** – Besley noted the draft is included in the packet and said if board members have additions or suggestions to let staff know. The Chamber is also submitting its own questionnaire to candidates.

## **VIII. EXECUTIVE SESSION**

The meeting adjourned into Executive Session to discuss staff performance compensation.

## **IX. NEXT MEETING:** January 8, 2013